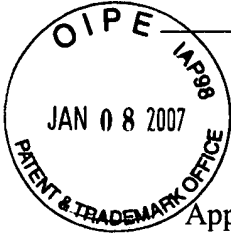


3622

1FW

Please Direct All Correspondence to Customer Number **26,332****AMENDMENT / RESPONSE TRANSMITTAL**

Applicant : William P. Price et al.

App. No : 10/022,558

Filed : December 14, 2001

For : AUDIOVISUAL SYSTEM AND
METHOD FOR DISPLAYING
SEGMENTED ADVERTISEMENTS
TAILORED TO THE
CHARACTERISTIC VIEWING
PREFERENCES OF A USER

Examiner : Daniel Lastra

Art Unit : 3622

CERTIFICATE OF MAILING

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

January 3, 2007

(Date)

Bruce S. Itchkawitz, Reg. No. 47,617

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

- (X) Amendment and Response to October 4, 2006 Office Action in twelve (12) pages.
- (X) Two (2) Return prepaid postcards.

The fee has been calculated as shown below:

FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
Excess Claims	51 - 51 = 0	1202 (\$50)		N/A
Excess Independent	3 - 3 = 0	1201 (\$200)		N/A
Multiple Claim	1.16(j)	1203 (\$360)		N/A
1 Month Extension	1.17(a)(1)	1251 (\$120)		N/A
2 Month Extension	1.17(a)(2)	1252 (\$450)		N/A
3 Month Extension	1.17(a)(3)	1253 (\$1,020)		N/A
IDS Fee	1.17(p)	1806 (\$180)		N/A
			TOTAL FEE DUE	N/A

Docket No.: K35A0773 / 1807-2001

(WESDIG.069A)

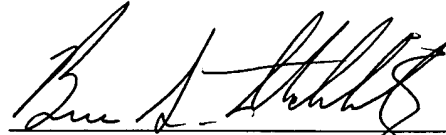
January 3, 2007

Page 2 of 2

App. No.: 10/022,558

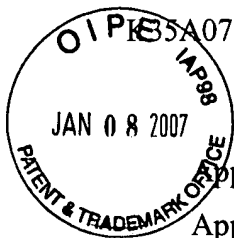
Please Direct All Correspondence to Customer Number 26,332

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.



Bruce S. Itchkawitz
Registration No. 47,677
Attorney of Record
(949) 760-0404

3266397/kl
010307



5A0773 / 1807-2001 (WESDIG.069A)

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

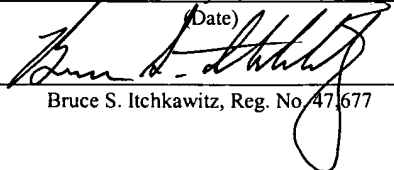
Applicant : William P. Price, et al. *
Appl. No. : 10/022,558
Filed : December 14, 2001
For : AUDIOVISUAL SYSTEM AND
METHOD FOR DISPLAYING
SEGMENTED
ADVERTISEMENTS TAILORED
TO THE CHARACTERISTIC
VIEWING PREFERENCES OF A
USER
Examiner : Daniel Lastra
Group Art Unit : 3622

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January 3, 2007

(Date)


Bruce S. Itchkawitz, Reg. No. 47,677

AMENDMENT AND RESPONSE TO OCTOBER 4, 2006 OFFICE ACTION

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action of October 4, 2006, Applicant submits the following:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.